

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of formulating individualized product recommendations, comprising:
receiving a first set of data from a consumer regarding a target substrate; and
generating a set of individualized product recommendations for the consumer from a plurality of products within a product category with the assistance of one or more computing devices, the generating comprising feeding the first set of data as inputs into an intelligent performance-based product recommendation engine, operating on the inputs with a data processing portion of the product recommendation engine, and producing a set of outputs from the data processing portion of the product recommendation engine, the outputs comprising the set of individualized product recommendations.
2. (Original) The method of claim 1 wherein the receiving a first set of data step comprises receiving a concern about the substrate.
3. (Original) The method of claim 2 further comprising receiving a severity of the concern.
4. (Original) The method of claim 2 further comprising receiving an importance of the concern.
5. (Original) The method of claim 1 further comprising receiving a second set of data from the consumer, the second set of data comprising historical product data, and wherein the first and second sets of data comprise the inputs into the product recommendation engine.
6. (Original) The method of claim 5 wherein the receiving a second set of historical product data step comprises receiving performance data for products used by the

consumer in the past.

7. (Original) The method of claim 5 wherein the receiving the second set of historical product data step comprises receiving preference data for products used by the consumer in the past.

8. (Original) The method of claim 1 further comprising receiving a third set of data from the consumer, the third set of data comprising personal profile information about the consumer, and wherein the first and third sets of data comprise the inputs into the product recommendation engine.

9. (Original) The method of claim 1 wherein the operating on the inputs with a data processing portion of the product recommendation engine step comprises operating on the inputs with a neural network portion of the product recommendation engine.

10. (Original) The method of claim 1 wherein the operating on the inputs with a data processing portion of the product recommendation engine step comprises operating on the inputs with a collaborative filter portion of the product recommendation engine.

11. (Original) The method of claim 1 wherein the operating on the inputs with a data processing portion of the product recommendation engine step comprises operating on the inputs with a content-based filter portion of the product recommendation engine.

12. (Original) The method of claim 1 wherein the operating on the inputs with a data processing portion of the product recommendation engine comprises operating on the inputs with a cascaded content-based filter and collaborative filter portion of the product recommendation engine.

13. (Original) The method of claim 1 wherein the producing a set of outputs step comprises producing a first list of products and a scored predicted performance utility for

each listed product.

14. (Original) The method of claim 1 wherein the producing a set of outputs step comprises producing a first list of top-N products and a scored predicted performance utility for each listed product.

15. (Original) The method of claim 1 wherein the producing a set of outputs step comprises producing a first list of products and a scored predicted preference utility for each listed product.

16. (Original) The method of claim 1 wherein the producing a set of outputs step comprises producing a first list of top-N products and a scored predicted product preference utility for each listed product.

17. (Original) The method of claim 1 wherein the producing a first of outputs step comprises producing a first list of products and a purchase price for each listed product.

18. (Original) The method of claim 1 further comprising generating ancillary information output from the product recommendation engine inputs.

19. (Original) The method of claim 18 wherein the generating ancillary information output step comprises generating information regarding effects of at least one of the products.

20. (Original) The method of claim 18 wherein the generating ancillary information step comprises generating information regarding the condition of the target substrate relative to a designated population of consumers.

21. (Original) The method of claim 1 further comprising:
communicating the set of individualized product recommendations to the consumer.

22. (Original) The method of claim 21 wherein the communicating step comprises generating an and delivering a web page containing the recommendations to the consumer.

23. (Original) The method of claim 1 further comprising:
receiving feedback from the consumer regarding use of a product to treat the target substrate.

24. (Original) The method of claim 23 wherein the receiving feedback step comprises receiving feedback from the consumer regarding use of a previously recommended product.

25. (Original) The method of claim 23 wherein the receiving feedback step comprises receiving preference data regarding the product.

26. (Original) The method of claim 23 wherein the receiving feedback comprises receiving performance data regarding the product.

27. (Original) The method of claim 23 further comprising:
re-training the product recommendation engine based on the feedback.

28. (Original) The method of claim 1 wherein the receiving a first set of data from a consumer step comprises receiving a first set of data about the consumer's skin, and the generating a set of individualized product recommendations for the consumer step comprises generating a set of individualized product recommendations from a plurality of skin-care products.

29. (Original) The method of claim 1 further comprising receiving a payment from the consumer.

30 -83, 89-102. (Cancelled)

103. (New) A system for generating individualized product recommendations, comprising:
 one or more computing devices operatively connected to each other and having
executable code residing thereon that when run:
 receives a first set of data from a consumer regarding a target substrate; and
 generates a set of individualized product recommendations for the consumer from a
plurality of products within a product category, the generating comprising feeding the first set
of data as inputs into an intelligent performance-based product recommendation engine,
operating on the inputs with a data processing portion of the product recommendation engine,
and producing a set of outputs from the data processing portion of the product
recommendation engine comprising the set of individualized product recommendations.